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Research Article

Implicature In Some Selected Hollywood Films' Scenes

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Abstract : The current study aims to investigate implicature in Hollywood films. It is limited to different types of Hollywood films, namely: comic films and tragic films at three various selected periods: old period, middle period and modern period. The study consists of five sections : the preliminaries (which presents the fundamentals of the study) , the framework of the study (which views the theoretical background on which the study is based) , methodology and material (which explains the basic procedures and the material that are used to conduct the study) , the findings and discussion (which displays the results of implicature in the selected scenes accompanied with discussion and examples) and finally the conclusions which are drawn in the light of the findings.

Key Words : Cooperative Principle , The quality maxim , The quantity maxim , The relation maxim , The manner maxim , Flouting , Violating , Opting out , infringing , Suspending , Implicature , Conversational implicature Particularized conversational implicature . , Generalized conversational implicature , Conventional implicature .

1-1 Introduction

The philosopher and linguist Herbert Paul Grice was the first scholar who presented a general framework about purposive and collaborative communication in his "William James Lectures" (Thomas,1995:57). According to Grice's theory when people communicate with each other they follow certain rules; these rules are called "Principles". Grice puts his principles under the concept of "The cooperative principle" (henceforth CP). Finch (2000:157) states that the CP refers to how people communicate effectively in social life and how listeners and speakers can accept one another cooperatively in such a particular way. Grice divides his CP into four maxims which are called the "Gricean maxims". He formulates the CP as follows: "Make your conversational contribution such is required at the stage in which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged ''.These maxims are: Maxim of Quantity, Maxim of Quality, Maxim of Relation and Maxim of Manner. The first maxim refers to the amount of information that people give in an utterance. It describes the boundary between too little and too much. In other words, the quantity maxim means that speakers are required to give the right information or as Grice (1989: 45) formulates: "Make your contribution as informative as is required, do not make your contribution more informative than is required". The second maxim is the maxim of quality which refers to the truthfulness of information that is given in conversation or communication. The quality maxim is about giving the right information. That is to say, speakers should not say any information that could be false or which may lack for evidence. Relation is the third maxim which means that speakers should not say anything that does not relate to the topic or the purpose of the communication. Manner is the last maxim which means that speakers' utterances should be clearly understood and speakers ought to avoid ambiguity and obscurity. Thomas (1995:63) states that Grice was aware of the fact that there are many occasions in which people fail to follow the four maxims. Any failure to observe a maxim is referred to as "breaking a maxim''. There are five ways in which people fail to observe these maxims , they are :flouting a maxim, violating a maxim, infringing a maxim, opting a maxim and suspending a maxim. Grice adds that people break the maxims for many reasons such as when they are not capable to speak clearly or when they choose to lie. When a speaker breaks a maxim, the hearer needs to look for "the implicature''. Implicature refers to the meaning that above and over the utterance. It is the additional meaning that is conveyed by the speaker. In many situations, hearers need to look for the implied meaning that cannot be understood from the literal words .People in many situations do not cooperate with each other effectively or clearly. They may flout some of Grice's four maxims, but still they produce meaningful utterances and this is what Grice refers to as "Implicature''.

1. 2. Preliminaries

1-2.1 Problem of the study

Generally in social life people do not always speak directly , sometimes they say or write something and mean something else .For instance , speakers or authors quite often mean much more than what they write or say . This leads the need to identify and analyze people's intention that cannot be understood from the linguistics units only . Grice was the first scholar who differentiates between what is said and what is implied . Hence , this study proposes that the scenes in some Hollywood films carry meaning above the level of utterances . They have additional meaning that does not depend on the literal meaning only . This meaning should be analyzed in order to understand the real immediate message .

1-2-2 Limits of the study

In this study there are three limits ;

1- The current investigation is limited to the study of " Implicature " .
2- It is limited to some selected Hollywood films' scenes of three various selected periods " old period films , middle period films and modern period films '' .
3- It is limited to different types of Hollywood films , namely : comic films and tragic films .

1-2-3 Questions of the study

This study is supposed to answer the following questions :

1- Do the speakers in the Hollywood films communicate cooperatively ?
2- What are the maxims that are broken in these scenes ? And what is the most common one ?
3-What does the non-observance of the maxims create in these selected scenes ?
4- How does the implicature that is used in the tragic films differ from that of the comic films ?
5- Does the implicature in the old period films differ from that of the middle period and the modern period ?
6-What does the implicature need in order to be understood ?
7-What do the hearers have to do to get the conveyed meaning of the speakers ?
8-What is the role of the purpose and the context of the conversation in flouting the maxims?
9-Can nonverbal features and body language such as facial expression and gestures help to reveal the implied meaning (implicature) ?

1.2-4 Hypotheses of the Study

This study hypothesizes that :

1-In some Hollywood films' scenes , speakers do not communicate cooperatively .
2-There are four maxims that are broken in these scenes and the quantity maxim is the most employed one .
3-The non-observing of the maxims in these scenes create implied meaning which should be analyzed in order to be understood .
4-The implicit meaning of tragic films differs from that of comic films .
5-The implicature of old period films differs from that of middle period films and modern period films .
6-Some implicatures need a special knowledge to be understood .
7-The hearers need to draw inferences to know that speakers intend to convey a certain pragmatic meaning .
8-Flouting the maxims in these scenes is affected by the context of the situation and the purpose of the conversation .
9-The non-verbal features and body language such as facial expressions and gestures help to reveal the implied meaning (implicature).

.1.2-5 Objectives of the Study

The study is assigned to achieve the following objectives:

1-Exploring the implicature in the selected Hollywood films' scenes .
2-Discovering the broken maxims in the scenes and pointing the to the most used one .
3-Showing the details of implicature and what the non-observing of the maxims can create .
4-Contrasting the implicature of the tragic films with that of the comic films .
5-Providing possible interpretation for how the implicature in the old period films differs from that of the middle period and the modern period .
6-Discovering whether the implicature in some of the selected scenes need special knowledge to be understood or not .
7-Interpreting what the hearers need to know that the speakers convey a pragmatic meaning .
8- Finding out how flouting the maxims is affected by the context of the situation and the purpose of the conversation .

9-Checking whether or not the non verbal features and body language such as facial expressions and gestures help to reveal the implied meaning (implicature) ?

1.2-6 Significance of the Study

The study is to be hopefully able to bring the following results :
1-The current study provides analysis of the role of the pragmatic meaning in the selected films ' scenes .
2.The investigation can provide an enjoyable insight of how linguistic theories can be employed in analyzing scenes in films.
3- The present study attempts to show that in many situations authors and writers mean much more than the words themselves .

1-2-7 Data of the study

The data of this study consists of some selected scenes that are collected from different types of Hollywood films . The selection of the films depends on three different periods " old period films , middle period films and modern period films ". The scenes are also collected from three different types of Hollywood films namely : comic films , tragic films and Romantic films .

1-2-8 Procedure of the study

1-Presenting Grice's theory of the cooperative principle and discussing the four maxims that Grice suggests for effective communication .
2-.Pointing out to the non-observance of the cooperative maxims.
3-Identifying the implicature and its types .
4-Selecting three films from each type of films from different periods .
5-Watching the films repeatedly in order to find the suitable data .
6-Selecting the scenes from these films .
7-Noting every conversation that could have implicature .
8-Reading the scenes' scripts and observing the utterances of the conversations in the scenes .
9-Exploring the four cooperative maxims in each selected scene .
10-Pointing out to the non-observance of the cooperative principle in each selected scene
11-Referning to the forms and functions behind violating the cooperative maxims .
12-Exploring the implicature in each scene to find the intended meaning of each utterance .
13-Analyzing the implicature in each selected scene .
14-Contrasting the implicature in comic films with that in tragic films and Romantic films to discover the differences among different kinds of films .
15-Contrasting the implicature in old period films with the implicature in middle period films and modern period films .

1.3 The Framework of the Study

1-3-1 **The Displine of Pragmatics**

Pragmatics, as a linguistic field, is not the same thing for all linguists. Some theorists of pragmatic regard it as " the study of language use in general ", or as " the study of communication ", others as " an approach to the study of language via language's communicative function" .There is a kind of agreement among theorists that pragmatics deals with the study of the speaker's meaning and how people communicate , but even the theorists who agree with this idea have different views of the pragmatics' goals and methods . (Allott, 2010 : 1)

Levinson (1983 : 24) defines pragmatics as the study of language users' ability to match the sentences with their appropriate contexts . In this definition , Levinson (1983 :24) connects pragmatics with semantics : just because pragmatics is concerned with the suitable conditions to the same set of sentences with their semantic interpretation .To put it differently , a pragmatic theory should in principle predict for each and every well-formed sentence of a language, on a particular semantic reading, the set of contexts in which it would be appropriate.

1-3-2 **The Gricean Maxims**

The central idea of Grice's theory circulates around the four conversational maxims . Grice considers them as rules or principles that interlocutors ought to observe in their interaction otherwise implicature arises . The pretension is that intelligent speakers will try to be cooperative in a conversation and this will require to obey the maxims . Therefore , a hearer can expect the speaker to follow the maxims if there is not good reason for disobeying

them (Allott , 2010 : 47) . Grice (1975:308) in his own words says " one of my avowed aims is to see talking as a special case or variety of purposive behavior "

The CP including its four conversational maxims was the first theory that offer an explanation of how we avoid the gaps that are left by our coded messages in our communication . Grice suggests them in order to form the structure of conversations (Ariel , 2010 : 120) . Grice (1975 :45) formulates his CP as follows : "Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. "

Levinson (1983:101) remarks that Grice identifies these rules as four basic maxims of conversation, they are as follows:

1-3-2 -1- The Maxim of Quantity

When people talk , they have to give the right amount of information . If someone asks you " Who is that person with Bob ? " , the cooperative answer would be " That is his new girlfriend , Alison " . But the uncooperative answer would be " a girl " since this reply is very brief , or the reply could be very long such as " That is Alison Margaret Jones born in Kingston ….etc. " (Aitchison , 1999 : 98)

Grice (1989: 45) in his paper "Logic and Conversation" puts the quantity maxim as follows:

1- Make your contribution as informative as is required (for the current purpose of the exchange).

2- Do not make your contribution more informative than is required.

1-3-2-2 The Maxim of Quality

The quality maxim is the second maxim that Grice talks about . This maxim refers to the truthfulness of the information . Grice clears up that when people talk they have to say the truth and avoid saying anything false or lacks evidence. Let's consider the following example to illustrate this .If someone asks you about the name of an animal for instance " platypus " . Your cooperative answer is to say it is a " platypus " . The uncooperative answer is to reply untruthfully as it is " a kookaburra or a duck " and actually you know it is a platypus . (Aitchison , 1999 : 98)

Horn (2006:7) points out that the quality maxim is the most privileged maxim .He believes that without the observation of the truthfulness of information , it is hard to know how many other maxims are observed. Hatch (1992 :34) indicates that "Be truthful" or the quality maxim does not mean that people cannot lie .It is supposed that a cooperative conversationalist usually says the truth .

1-3-2-3 The Maxim of Relevance

This maxim can be summarized as " be relevant " . Speakers should make their utterances relevant to the topic or purpose of the conversation . To illustrate this more clearly , Widdowson (2006 :61) gives the following example . A wife asks her husband :

Wife :How do you like my new hat ?

Husband : very much or very nice or well not sure .

All of the husband replies can be considered cooperative because all of them are relevant to the wife's question . (Widdowson , 2006 :61)

The relation maxim is called as the relevance maxim because it consists of only two-word dictum. Grice (1989:49) formulates it as "Be Relevant " . The use of the term "relation" is suitable for this maxim since it has to do with the relationship between the current utterance and others surrounding it ,and more generally with the relationship between the whole context and the current utterance ,both situational and textual . The relation maxim means that the current utterance should have something to do with the context; it must have a relationship with what precedes it in the discourse and/or what follows it in the situation . That is to say , if there are two interlocutors who are talking about the next presidential election and suddenly one of them exclaims that there is a spider on the shoulder of his partner ! ,in this way he is not violating the relation maxim; he merely utters something that is relevant to the context of the situation rather than something that is related to the discourse context.(Birner , 2013 :54)

1-3-2-4- The Manner maxim

Grice (1989:27) states that under the manner category he includes the super -maxim "Be perspicuous" and other sub- maxims such as :

1-Avoid obscurity of expression.

2-Avoid ambiguity .

3-Be brief and avoid unnecessary prolixity .

4-Be orderly .

Grice adds that the manner maxim is not related to what is said , however it relates to how what is said is to be said . Grice (1989: 27) also indicates that the partner in any interaction is expected to make his contribution clear . Cruse (2000 : 357) gives the following example of the manner maxim:

A: What did you think of that drama?

B: I really like the action of each player. They can play their role as good as possible.

The answer of B is very clear since he observes the manner maxim . Cruse (2000:357) also adds that the manner maxim is considered to be less important than the other maxims . Finch (2003 :157) explains that manner maxim obligates people to arrange their utterances orderly, in order to provide information that the listener can assimilate.

1-3-3 Observing the Maxims

Cummings (2010 :86) illustrates that Grice considers communication as a cooperative activity . People intend to make their communication as cooperative as possible in order to achieve their goals . Cook (1989 :30) compares following the cooperative maxims with following the rules of grammar . Mostly , people do not observe the maxims consciously , instead they act in the same way of recognizing the rules of grammar .

Thomas (1995 :63) explains that when a speaker observes the four maxims in her/ his communication , This can be regarded as the least interesting case , consider the following example :

Husband: Where are the car keys?

Wife: They're on the table in the hall.

In this example the wife answers clearly (observing the manner maxim) truthfully (observing the quality maxim) , the right amount of information is given by her as she observes the quantity maxim and she has directly answered to her husband's question (observing the relation maxim). The wife's answer has not generated any implied meaning (implicature) . To put it differently , there is no difference between what she said and what she actually meant .There is no additional meaning in her answer .

1-3-4 Non-Observance of the Maxims

According to Grice (1975:310) in a talk exchange a participant may fail to obey the maxims . Thomas (1995:57) indicates that Grice in his first paper (1975:49) listed three ways of non-observance of the maxims which are flouting a maxim , violating a maxim and opting out a maxim . Later, he added a fourth category of non-observance which is infringing a maxim . After that , he discussed the need for adding the fifth category which is suspending a maxim . Birner (2018 : 98) expounds that it is normal to know that interlocutors usually try to be cooperative in their interaction . They try to say the right amount of information or say what they believe to be true , etc. However , the CP shines when it shows its ability in illustrating how people move from what is said (semantically) to what is meant (pragmatically) . Grice in his theory discusses five ways of conveying the intended meaning. This is discussed in the following sections :

1-3-3-1 Flouting

Flouting is one of the ways that Grice listed in his paper of "Logic and Conversation "(1975) . According to Grice's theory (1975:310) a speaker may fail to observe a maxim blatantly. Thomas (1995:70) states that when a speaker flouts a maxim , he does not want to mislead the hearer ; rather , he wants the hearer to look for the implicature in his utterances that is not stated directly . Grundy (2000 : 78) , Black (2006 : 25) and Reimer (2010 :120) agree that flouting is the most important category of the categories of the non-observance of the maxims . Grundy (2000 :78) clears up that flouting the maxims is the most salient way for conveying an implicit meaning .Black (2006 :25) mentions that the most interesting way for the maxims breaking is flouting . The interesting thing in flouting is the assumption of the hearer's awareness of the CP and its maxims . This assumption leads the hearer to ask why the maxims are broken .This assumption does not mean that communication is broken down , but a speaker has selected an indirect way for communicating his thoughts and believes . On affirming the same idea Reimer (2010 : 120) asserts that flouting is the original way for generating implicatures

1-3-3-2 Violation

Violating a maxim refers to the case when the speaker fails to fulfill the maxim . Inconspicuously, speakers do this , assuming that the hearer will not realize that the speaker is violating a maxim . Telling a lie is an example of violating a quality maxim .Speakers may utter things and they know these things are false , suggesting that the hearer could not recognize the differences . The purpose of violating the maxim is to mislead the hearer intentionally . Thomas (1995 : 72) states that when a speaker violates the maxims , he intends to mislead the hearer .Many commentators use the term 'violate' for all ways of non-observance of the maxims , whereas Grice in his first published paper at 1975 on conversational cooperation , defines violation more specifically as the maxim unostentatious non-observance . What he means is that if Speakers violate a maxim , they "will be liable to mislead". (Grice , 1975:49) . Cutting (2002 :40) explains that a speaker does not give a hearer a sufficient amount of information to recognize what is being talked about if he violates the maxim of quantity . That is because he does not want the hearer to recognize the whole picture .

1-3-3-3 Infringing

The third way which Grice presents for breaking the maxims is infringing . It is said that a speaker infringes the maxims when he / she has not any intention to generate an implicature and has no intention to deceive the hearer . To put it differently , the non-observance in this case is generated from the imperfect linguistic performance and it is not a matter of desire to generate an implicature . Infringing could occur because of some reasons . First , it could occur because of language imperfect command such as that of the misuse of a foreign language or the linguistic mistakes of a young child . The Second reason is that there are some states such as nervousness , excitement and drunkenness in which the performance of the speaker can be impaired . Other reasons include cognitive impairment or speakers' incapability of speaking clearly .(Thomas , 1995 : 74)

1-3-3-4 Opting out

Grice (1975 :310) explains that there is still another way for breaking the maxims in which the speaker shows unwillingness for cooperation with others by many ways namely : saying ' My lips are sealed ; I cannot say more' or as Birner (2018 : 98) states that speakers may simply indicate their unwillingness for communication by leaving the room or any place which gather them with others to whom they do not want to speak . Chapman (2011 :78) says that unlike the case of violating and flouting a maxim ,a speaker may choose to opt out the maxims without any intention for deceiving somebody or concealing roiling and in contrast with flouting there is no intention for creating an implicature . Rather ,when a speaker opts out a maxim , he reflects his desire for his unwillingness to communicate or follows the maxims . This kind of maxims breaking usually happens in formal cases especially those of politicians' meetings .The following replies could be used to opt out a maxim by a politician :

1-No comment .

2- I have not anything to say on this matter.

3-I am afraid I cannot go into that for legal reasons .

In each of the previous utterances , the politician shows that he will not obey the quantity maxim .

1-3-3-5 Suspending

Suspending is the last type of the maxims non-observance . It is different from the other types of non-observance as it refers to the case in which the maxims are disobeyed because of cultural and social reasons .Speakers suspend the maxims in some cases when it is understood that what is said is not fully true namely when speakers say the names of dead people , places, etc. so on that are taboo. This kind of non-observance generates no implicature in some communities because this maxims breaking is seen as a normal case and is socially or culturally accepted . Another reason for suspension is related to particular events . For instance , in the British acting community (not the whole population of the British community) people abstain from saying the name of one of Shakespeare's plays which is Macbeth since it is thought when they do this they bring bad luck . Instead of this , they prefer to refer to it by calling it "The Scottish Play''. In this way they break the quality maxim as they do not utter the true information . Considering Thomas' (1995 :77) observation of suspending , selectively the quantity maxim is suspended in most of the cultures as in the courts law , inquiry committees or ant any confrontational situation . Other forms of the non-observance of the quantity maxim are telegrams , telexes and certain international phone calls . Similar cases are found in funeral orations where the quality maxim is disobeyed and the poetry case in which poets fail to observe the manner maxim . The previous three maxims could be disobeyed together in jokes .It is not easy to mark the suspension of the relation maxim .(Thomas , 1995 :77-78)

1-3-4 **The Theory of Implicature**

After presenting the non-observance of the cooperative maxims , Grice (1975 : 310) starts explaining the notion of implicature . To illustrate the idea of implicature , Birner (2018 : 93) says implicature refers to the meaning people indicate in the real context . The theory of implicature is presented by Grice in his seminal paper "Logic and Conversation" in 1975 . Grice points out to the semantic meanings of the connectives which are in fact related with the logical meanings . The additional meanings of those connectives are generated when they are used in human discourse . Grice's paper "Logic and Conversation" is the base and the foundation of pragmatics . It is the road map to move from the semantic meaning of what a speaker has said to the pragmatic meaning of what they have meant. Ariel (2008 :9) says that implicature is the "science of the unsaid" as levinson calls it . Ariel (2008 :9) explains that behind each maxim breaking there is a communicative intention . This communicative intention is a pragmatic combination inference of what was said explicitly and the contextual assumptions . The resulting inference of this communicative intention is what Grice calls implicature . Grice (1975 :311) in his paper "Logic and Conversation" proposes that there are two types of implicature , they are 'conversational implicature' (abbreviated as CONVER.I. and 'conventional implicature' (henceforth CONVEN.I.) . Futhermore , he subdivides the CONVERS.I.into 'generalized conversational implicature' (henceforth G.CONVERS.I. and 'particularized conversational implicature' (abbreviated as P.CONVEN.I.).The figure below displays this classification

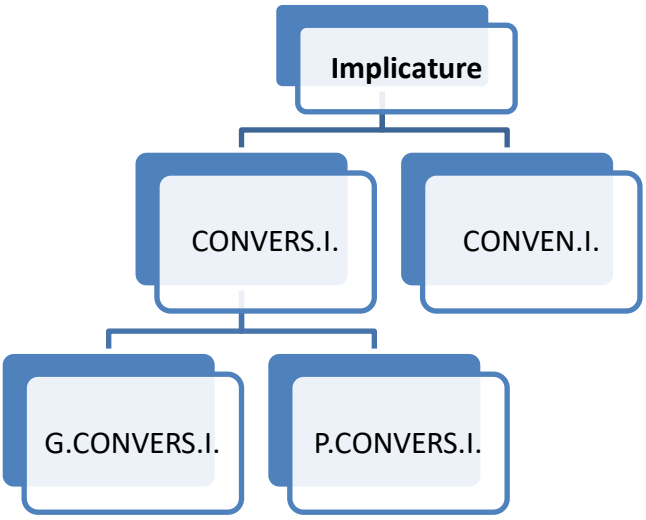

Fig. (1) : Types of Implicature Regarding Grice's Model

1-3-4-1 CONVER.I.

Trask (2014 :55) defines CONVERS.I. as the conclusion that is drawn by the listener , but not asserted by the speaker . According to Cruse (2006 :85) CONVERS.I. study is the core of pragmatics . Cruse (2006:85) defines it as the kind of implicature that should be inferred and closely related with the contextual information .

1-3-4-1-1 G.CONVERS.I.

Implicature is called G.CONVERS.I. when no specific knowledge is needed in the context , (Yule , 1996 :41) . Grice (1989 : 38) believes that the CONVERS.I. is considered as generalized when the speaker fails to make it specific in a position or a situation and he also fails to give particular information about the utterance's context . Grice (1989 :38) suggests the following example to illustrate the meaning of G.CONVER.I. :

-Mike is meeting a woman this morning .

The presence of the article "a" suggests that it is not a specific woman .The implied meaning is that the woman who is Mike is going to meet could be any woman , but not Mike's mother , sister , wife or even a close friend.

1-3-4-1-2 P.CONVERS.I.

The second type of CONVERS.I. is P.CONVERS.I. . Paltridge (2012 : 52) states that P.CONVERS.I. are generated from a particular context and not only by the use of the words . This kind of implicatures especially results from the relation maxim . Here , the speaker assumes that the hearer will look for the relevance of what is said and understand the implicit meaning . Grice (1975 :311) shows this meaning in his famous example :

A: I am out of petrol .

B: There is a garage round the corner .

Grice (1975 :311) suggests that A is standing beside a stopped car and B approaches towards him . In this talk exchange , B breaks the relation maxim and the implicature is that there is a garage and it may / may not open so as A can get the petrol from it.

1-3-4-2 CONVEN.I.

CONVEN.I. is the second type of implicatures in Grice's theory . Levinson (2008 : 17) defines it as the non-truth conditional inferences that are not generated from the pragmatic principle or the conversational maxims , but they are derived by particular lexical expressions or item (s) . Levinson (2008 : 17) declares that Grice gives only two examples of CONVEN.I. . The first example is that the words "but" and "and" have the same truth-function or truth-condition with extra CONVEN.I. . The second example is the word "therefore" .Other suggested examples are the meanings of "even" which are provided by (Kempson , 1975 ; Karttunen and Peter ,1979) and "yet" is provided by (Wilson , 1975) .

4-Material and Methods

This study is a descriptive-qualitative study . Festinger et al (2005 :16) define the descriptive research as the process in which phenomena are defined , classified or categorized . Qualitative research as it is defined by Kothary (2004 :3) is that kind of research that deals with qualitative phenomenon . Language and actions are the main data of the study . To provide a linguistic analysis , some selected films' scenes are required .The current study is a pragmatic one , because of this a speech community is needed in which the interlocutors communicate with each other in many different contexts and situations .

The source of the data is the Hollywood films . A Film as it is explained by Hornby (2005 :573) is a series of moving pictures that are recorded with sounds in order to tell a story .Concerning the films' story , if it presents funny events or situations and ends happily , then it described as comic . However , as long as it presents sad events or situations and it ends sadly , then it is tragic. The utterances that are analyzed are taken from some selected scenes from tragic and comic films . The selection of the films depends on two criteria .The first is the type of films as comic and tragic . The second is the period of the films which is subdivided into three periods : the old period from 1930 to 1960 , the middle period from 1960 to 1990 and the last period which is the modern period from 1990 to 2020 . The films that are selected are :

1-The comic films that are selected for this study are : "Some like It Hot" (1959) which represents the old period , "Back to the Future"(1985) which represents the middle period , and the modern period is represented by the film "Yes Man"(2008) .

2-The tragic films are selected to be analyzed in this study from three different periods . Each film represents a specific period. They are : "Gone with the Wind" (1939) which represents the old period films , "the Godfather" (1972) which represents the middle period films and "Titanic"(1997) which represents the modern period films .

The main instrument in this study is the researcher herself . It means that the researcher is involved to collect , identify and analyze the data . The second instrument is the internet which is used for watching the films and downloading the films' scripts . Furthermore , note taking is also used for collecting the data that contains implicature . In order to collect the data the researcher follows the following steps :

1. Determining the kinds of the films and their periods
2. Watching the films repeatedly to understand their stories
3. Identifying the scenes that contain implicature
4. Reducing the scenes into only three ones from each film
5. Downloading the films' script and comparing it with the audio visual films to be sure of the material
6. Picking up the utterances that have implicature in each selected scene and analyzing them.

5-The Findings and Discussion

In Hollywood films , some conveyed meanings are found They are suggested by the characters through their conversations with the interlocutors .A pragmatic approach is required to discover the language phenomenon that is used as a device for doing this purpose . In this section , the researcher clarifies the findings of the study after analyzing the selected data and the findings are also discussed in each section with examples .

There are 64 utterances that are found in the eighteen selected scenes that are taken from six selected films .The characters disobey the Gricean maxims to create implicatures . To analyze and interpret the implicatures that are found in the selected scenes , the researcher uses Grice's theory . There are two types of implicatures are utilized in these scenes , which are : CONVERS.I. and CONVEN.I. . CONVERS.I. is asserted by the speakers when they communicate with the interlocutors and the listeners have to draw an inference to understand it . Sixty-one utterances (95.3125 %) of the total number reflect CONVERS.I.which forms the highest percentage . The conversational implicatures that are found in these scenes are subdivided into two types :P.CONVERS.I. and G.CONVERS.I. . In the P.CONVERS.I. , the audience (reader , listener or watcher) needs to recognize the context of the utterance to be able to understand the implied meaning . The contexts includes the background knowledge , the setting , the knowledge of the characters' personalities , the common ground knowledge and the cultural context . Furthermore , the context includes the social context and the linguistic context . Without the knowledge of the contexts , the utterances in these scenes make no sense .This indicates that the hearers need to draw inferences to know that the speakers intend to convey a certain pragmatic meaning .P.CONVERS.I. occurs 39 times (63 . 9344262 %). G.CONVERS.I. is the second type of the CONVERS.I. that is found in the selected data . In G.CONVERS.I., the hearer does not need any special knowledge about the context to get the intended meaning that is created by the speaker . G.CONVERS.I. is used 22 times (36. 0655738 %) in the data .

The analysis of the data shows that there are four types of non-observance of the Gricean maxims . They are : flouting a maxim , violating a maxim , opting out a maxim and suspending a maxim . The statistical findings of the ways of breaking the maxims in the analyzed data that carry CONVERS.I. are displayed in Table (1) :

Table (1) : The Distribution of the Maxims Breaking Ways In the Data that Contain CONVERS.I.

No	Non-observance Way	NO	%
1-	Flouting	46	75.4098361 %
2-	Violating	9	14.7540984 %
3-	Opting out	5	8.19672131 %

4-	Suspending	1	1.63934426 %
5-	Total	61	100 %

The distribution in table (1) shows that flouting is the most common way that the characters use to create their implicatures . Forty-six utterances (75.4098361 %) carry implicatures are created by flouting . Violating is the second way of breaking the maxims . It happens 9 times (14.7540984 %) . The third way is opting out which occurs 5 utterances (8.19672131 %) . The last way is suspending which happens 1 time (1.63934426 %) . The analysis of the data shows that the four maxims are broken by using these four ways . Table (2) shows the results of the maxims breaking :

Table (2) : The Distribution of the Non-observed Maxims in the Selected Scenes .

NO.	The Non-observed maxim	NO.	Percentage
1-	The quantity maxim	24	39.3442623 %
2-	The quality maxim	20	32.7868852 %
3-	The manner maxim	11	18.0327869 %
4-	The relation maxim	6	9.8360656 %
5-	Total	61	100 %

The distribution of the maxims illustrates that the quantity maxim is the most broken one . It occurs 24 times (39.3442623 %) . It is followed by the quality maxim with 20 utterances (32.7868852 %) . The manner maxim comes third occurring in 11 utterances (18.0327869 %) . The relation maxim comes last with 6 times of occurrence (9.8360656 %) .The distribution in table (1) shows that flouting is the most used way for breaking the maxims .The characters flout the four maxims . Table (3) presents the distribution of maxims flouting to create CONVERS.I.:

Table (3) : The Distribution of the Maxims Flouting in the CONVERS.I.

NO	The Flouted maxim	NO	%
1-	The Quality maxim	15	32.6086957 %
2-	The Quantity maxim	14	30.4347826 %
3-	The Manner maxim	11	23.9130435 %
4-	The Relation maxim	6	13.0434783 %
5-	Total	46	100 %

Table (3) exhibits that quality maxim is the dominant flouted maxim . It is flouted 15 times (32.6086957 %) . The characters flout the quality maxim by giving untrue information and saying what they think that is not supported by evidence . They use sarcasm , metaphor , paten-falsehood strategy and irony to flout the quality maxim. It is followed by the quantity maxims which occurs 14 times (30.4347826 %) of the total number of occurrence (46) . The manner maxim is flouted in 11 utterances (23.9130435 %) . It is flouted by giving ambiguous , indirect and unclear information . The next is the relation maxim with 6 utterances (13.0434783 %) . The characters flout the relation maxim by avoiding answering questions .They try to communicate something different to change the topic of the conversation .

The second way for the non-observance of the maxims is by violating them . The speakers in the selected data violate the maxims intentionally to mislead the hearers . They violate the maxims by lying . Only two of the four maxims are violated . They are the quantity maxim and the quality maxim .The following statistical findings show the result of violating the maxims :

Table (4) : The Distribution of the Violating Maxims in the Selected Scenes

No.	The Violated Maxim	No.	Percentage
1-	The quantity maxim	6	66.667 %
2-	The quality maxim	3	33.333 %
3-	Total	9	100%

Table (1) displays that violating happens 9 times . Table (4) indicates that the quantity maxim occurs 6 times (66.667 %) and the quality maxims occurs 3 times (33.333 %). The third way of non-observing the maxims is by opting out the maxim . The maxims are opted out in 5 utterances (8.19672131 %) in which the characters express their unwillingness for communicating with others . They opt out only one maxim in these 5 utterances which is the quantity maxim . They use two ways to opt out the maxims . The first way is by leaving the place as a sign for unwillingness as in the “Gone with the Wind” film in scene (11) when Rhett leaves the dining room in which he

was communicating with the other men as a way to express his desire for not going on in the conversation . The second way for opting out is by uttering something that shows the unwillingness for communicating as in "Yes man" film when Carl refuses Terrence's offer by saying "No, thanks" . In each of these situations , the speakers have no intention to mislead the hearers and this comes in contrast with violating the maxims and having no intention to give any additional meaning that the hearers need to interpret . In that way , it is different from flouting the maxims . The speakers in these scenes opt out only to express their unwillingness for being cooperative . The hearers in these scenes understand that the speakers do not want to continue communicating which can be regarded as the conveyed meaning or the implicature of the speakers . The fourth way for breaking the maxims that is found in the selected scenes is by suspending the maxim . It occurs in the "Yes Man" film when Carl cannot say the word "no" because the community around him does not accept it .

The CONVEN.I. is the second type that occurs in the scenes . It occurs in three utterances (4.6875 %) in which the speakers create implicature by using the linguistic items "even , but and if clause" . For example in , "Some like it Hot " , , Spats uses ' even' . He says "You won't breathe nothing –not even air" and Jerry says "I may be small , but wiry" . The implicatures in these utterances depend on the conventional meaning of the words . The context , background knowledge and the setting are not required in interpreting the intended meaning of such utterances . Without the linguistic items , they have no sense . This indicates that the context has a role in P.CONVERS.I. only .

5.1. The Findings Concerning Implicature in the Comic Films

The analysis of the scenes that are selected from the comic films shows there are 40 utterances which carry implicature . The researcher finds there are two types of implicature that are employed in the comic films , they are : CONVERS.I. and CONVEN.I. . The CONVERS.I. occurs 37 times (92. 5 %) of the total occurrences . It is grouped into a P.CONVERS.I. with 22 utterances (59.4594595 %) and a G.CONVERS.I. in 15 utterances (40.5405405 %) . The maxims are disobeyed by four ways , which are : flouting , violating , opting out and suspending . Table (7) displays the statistical analysis of the non-observing ways in the comic films :

Table (5) : The Distribution of the Ways of Non-observing the Maxims in the Comic Films

No.	Ways of Non-observance	No.	Percentage
1-	Flouting	26	70.2702703 %
2-	Violating	6	16.2162162 %
3-	Opting out	4	10.8108108 %
4-	Suspending	1	2.7027027 %
5-	Total	37	100 %

The highest percentage for breaking the maxims is flouting as it is stated in table (7) above . The maxims are flouted 26 times (70.2702703 %) . The characters flout the maxims to create effective messages. The second way of breaking the maxims is violation . The characters violate the maxims in 6 utterances (16.2162162 %) . The third way of disobeying the maxims is opting out . They opt out the maxims 4 times (10.8108108 %) . The last way of breaking the maxims is suspending . The characters break the maxims by suspending in only one utterance (2.7027027 %) .

The researcher found out that the four maxims are flouted in the scenes of the comic films . The flouting percentage s are displayed in table (8) below :

Table (6) : The Distribution of the Maxims Flouting in the Scenes of the Comic Films

No.	The Flouted Maxim	No.	Percentage
1-	Quality maxim	9	34.6153846 %
2-	Quantity maxim	9	34.6153846 %
3-	Manner Maxim	6	23.0769231 %
4-	Relation maxim	2	7.69230769 %
5-	Total	26	100 %

The findings in table (7) reveal that the quality maxim is flouted maxim 9 times (34.6153846 %) .The quantity maxim is flouted maxim in 9 utterances (34.6153846 %) as well .The manner maxim is flouted in 6 utterances (23.0769231 % %) and finally the relation maxim is broken 2 times (7.69230769 % %) . Maxims

violation is the second way for breaking the maxims .The characters in the comic films violate two maxims , they are the quality and the quantity maxims . The quality maxim is violated in 4 utterances (66.667 %) out of the total number (6) and the quantity maxim is violated 2 times (33.333 %) . The third way for non-observing the maxims is opting out . The characters opt out the maxims 4 times to express about their unwillingness for communication 4 times .The only opted out maxim is the quantity .Opting out in the comic films create funny situations . The fourth way for breaking the maxim is by suspending . People suspend the maxims when something is not allowed as for instance when something socially is not accepted or simply it is a religious taboo . Suspending is employed only one time which depends on the context , the background knowledge and the body language of the character ; it creates a funny excuse .

The second type of implicature that is found in the data that are taken from the comic films is the CONVEN.I. . The characters create conventional implicature by using the linguistic items . The CONVEN.I. appears 3 times (7.5 %) of the total number of the implicatures that are used in the scenes of the comic films .

5.2 The Findings Regarding Implicature in the Tragic Films

The findings of the data analysis show that the characters in the tragic films employ only one type of implicature which is the CONVERS.I. . In the selected scenes , there are 24 utterances in which there are CONVERS.I. . The CONVERS.I.in these scenes is of two types , they are : first , a P.CONVERS.I. which needs the context to be understood .P.CONVERS.I. is the most common type . It occurs 17 times (70.8333 %) out of the total number of the occurrences of the CONVERS.I.(24) . G.CONVERS.I. is the second type of CONVERS.I. that occurs in the scenes of the tragic films . It is used 7 times (29.167 %) . This indicates to that the context is required in tragic films to interpret the intended meaning .

The analysis of the scenes also show that the characters use three ways of non-observance to create their implicature ; they are ; flouting , violating and opting out . The percentage of the ways of breaking the maxims in the tragic films is displayed in table (5) below :

Table (7): The Distribution of the Ways of Maxims Breaking in the Tragic Films Scenes

No.	The way of Breaking the Maxim	NO.	Percentage
1-	Flouting	20	83.333 %
2-	Violating	3	12.5 %
3-	Opting out	1	4.167 %
4-	Total	24	100 %

In the tragic films , it is found that flouting scores the highest number of occurrence of and percentage breaking the maxims which is 20 times (83.333 %). They flout the maxims in 19 utterances of the total number . The second way for breaking the maxims in the tragic films is by violating . The characters violate the maxims to mislead the hearers .The violation occurs in 3 utterances (12.5%) . Table (5) also shows that opting out is used only 1 time (4.167 %) . The analysis of the tragic films scenes exhibits that the characters flout the four maxim as displayed in Table (6) below :

Table (8) : The Distribution of Maxims Flouting in the Tragic Films

No.	The Flouted Maxim	No.	Percentage
1-	Quality Maxim	6	30 %
2-	Quantity Maxim	5	25 %
3-	Manner maxim	5	25 %
4-	Relation Maxim	4	20%
5-	Total	20	100 %

The distribution of the maxims flouting shows that the quality maxim is flouted in 6 times (30 %). Both of The quantity maxim and the manner are flouted in 5 utterances (25 %) . The relation maxim is broken 4 times (20 %) . Moving now to the second way of breaking the maxims which is violating ; the characters violate the maxims to mislead the hearers .The characters do the violation 3 times (12.5 %) . Only two maxims are violated in these three utterances which are the quality maxim in one utterance and the quantity maxim in 2 utterances . It is violated by giving false information as in "The Godfather" in scene (15) when Michael violates the quality maxim to mislead his wife Kay about the truth of being the murderer . Another example in "Titanic" when Jack violates the maxim to

convince Rose to go by the boat to save her life . Opting out is used in only one utterance .In this scene the quantity maxim is opted out .

5.3. The Findings Concerning Implicature usage in the Old- Period Films , the Middle-Period Films and the Modern-Period Films

The scenes that are taken from the old-period films include 25 utterances that contains implicatures . The implicatures in the old-period films are of two types , they are the CONVERS.I. and the CONVEN.I. . The CONVEN.I. occurs 3 times (12 %) of the total number of occurrence . The most common type is the CONVERS.I.. It occurs 22 times (88 %) . The two types of the CONVERS.I. are used .P.CONVERS.I. is employed in 17 utterances (77.2727273 %) while G.CONVERS.I. occurs 5 times (22.7272727 %) . All of G.CONVERS.I. appear in the old-period tragic film which is "Gone with the Wind " .That is to say , the old-period comic film which is "Some like it hot" does not depend on G.CONVERS.I. because the comic scene needs a special knowledge as it is found in the data analysis of the comic film's scenes that they depend on P.CONVERS.I. more than the case with the tragic film . The researcher found out that there are three ways for breaking the maxims in the scenes of the old-period films . They are flouting , violating and opting out . Table (8) shows the distribution of these three ways :

Table (9) The Distribution of the Ways of Breaking the Maxims in the Old-Period Films' Scenes :

No.	The way of breaking the maxims	No.	Percentage	Comic Film/ No.	Percentage	Tragic Film/ No.	Percentage
1-	Flouting	16	72.7272727 %	8	61.5384615%	8	88.889
2-	Violating	5	22.7272727 %	5	38.4615385 %		
3-	Opting out	1	4.54545455 %			1	11.111
4-	Total	22	100 %	13	100%	9	100%

The statistical findings in table (8) above show that flouting is the most common way of breaking the maxims in the old-period films' scenes .It used 16 times (72.7272727 %). The speakers in these scenes flout the maxims in 16 utterances .The comic and the tragic films are equal in the number of the utterances ; eight utterances in each one . In the comic films the characters flout the maxims 8 times (61.5384615 %). The flouting in the tragic film is reflected 8 utterances (88.889 %) . The second way of breaking the maxims in the old-period films' scenes is by violating them . It is utilized 5 times (22.7272727 %) . Violating maxims occurs in the comic film only as it is exhibited in table (8). It forms (38.4615385 %) of the total number of maxims breaking in the comic film " Some Like it Hot " . Opting out is the third way of breaking the maxims . It is used 1 time which forms (4.54545455 %) of the total number of occurrences (22) of the maxims breaking in the old-period f films . It occurs in the tragic film only and forms (11.111 %) of the total number of maxims breaking . The four maxims are disobeyed in the old-period films . The number of occurrence is different for each maxim . Table (9) presents the distribution of breaking the maxims in both the tragic film "Gone with the Wind" and the comic film "Some like it Hot" :

Table (10) : The Broken Maxims in the Old-Period Films

No.	The Broken Maxim	No.	Percentage	Tragic Film		Comic Film	
				No.	Percentage	No.	Percentage
1-	The Quantity maxim	9	40.9090909 %	5	55.556%	4	30.7692308 %
2-	The Quality maxim	6	27.72727273%	2	22.222%	4	30.7692308%
3-	The Manner maxim	5	22.272727%	1	11.111%	4	30.7692308 %
4-	The Relation maxim	2	9.09090909%	1	11.111%	1	7.69230769%
5-	Total	22	100%	9	100%	13	100%

The distribution of the non-observed maxims in table (9) shows that the quantity maxim is broken 9 times (40.9090909 %) . In the tragic film the quantity maxim is disobeyed 5 times (55.556 %) . In the comic film , it is broken in 4 utterances (30.7692308 %) . The quality maxim , as it is displayed in the table above , is broken 2 times (22.222%) in the tragic films and 4 times (30.7692308 %) in the comic film and 6 times (27.272%) of the total number . It is equal with the manner maxim which is used 2 times (22.222%) in the tragic film and 4 times

(30.7692308 %) in the comic film . The relation maxim is the least broken one . It scores 2 times (9.09090909 %) of the total occurrence , 1 time in the tragic film (11.111%) and 1 time (7.69230769 %) in the comic film .

In the middle-Period films' scenes , there are 21 utterances that contain CONVERS.I.. Twelve of the twenty-one (57.1428571 %) are classified as P.CONVERS.I. and G.CONVERS.I. is found 9 times (42.8571429 %) . The scenes of the tragic film "The Godfather" contain 7 utterances carrying implicature .P.CONVERS.I. is the most common . It is found in 6 utterances (85.7142857 %) while G.CONVERS.I. is found only one time (14.2857143 %) . The scenes of the comic film "Back to the Future" contain 14 utterances in which the implicature is employed . Eight of the thirteen utterances (57.1428571 %) reflect a G.CONVERS.I. . The other six (42.8571429 %) have a P.CONVERS.I..

The four maxims are disobeyed in the middle-period films' scenes. The characters use three ways to break the rules , which are : flouting , violating and opting out .They are distributed as shown in table (10) below :

Table(11) : The Distribution of the Ways of Maxims Breaking in the Middle-Period Films

No.	The ways of Maxims Breaking	No.	Percentage	Comic film /No.	Percentage	Tragic film/ No.	Percentage
1-	Flouting	17	80.952381 %	11	78.5714286 %	6	85.7142857 %
2-	Violating	2	9.5238095 %	1	7.14285714 %	1	14.2857143 %
3-	Opting out	2	9.5238095 %	2	14.2857143 %		
4-	Total	21	100 %	14	100%	7	100%

It can be seen from table (10) above that there are three ways of maxims breaking that are used in the middle period films . The comic film contains the three ways , which are flouting which occurs 11 times (78.5714286 % %) , violating that is used 1 time (7.14285714 % %) and opting out with a 2 times occurrence (14.2857143 % %) ; while the tragic film contains only two ways , they are flouting occurring 6 times (85.7142857 %) and violating that is used only 1 time (14.2857143 %). The findings in table (10) also display the total of maxims breaking in the middle period films . Flouting the maxims gains the highest score .It appears 17 times (80.952381 % %) . Violating and opting out are equal in the number of usage . Each one is used 2 times (9.5238095 %) .

There are four maxims that are disobeyed to produce the CONVERS.I.in the middle period films , as shown in table (11) below .

Table (12) : The Non-observed Maxims in the Middle-Period Films

No.	The Broken Maxim	No.	Percentage	Tragic Film		Comic Film	
				No.	Percentage	No.	Percentage
1-	The Quality maxim	8	38.0952381 %	2	28.5714286 %	6	42.8571429%
2-	The Quantity maxim	8	38.0952381 %	2	28.5714286 %	6	42.8571429 %
3-	The Relation Maxim	3	14.2857143 %	2	28.5714286 %	1	7.14285714 %
4-	The Manner Maxim	2	9.5238095%	1	14.2857143	1	7.14285714 %
5-	Total	21	100%	7	100%	14	100%

The results of the maxims breaking in the middle-period films disclose that the quantity and quality maxims are equal in the number of breaking . Each one is broken 8 times (38.0952381 %) . The quality maxim is broken by providing untrue information . It is not followed in 8 utterances (38.0952381 %) . In the comic film , it is disobeyed 6 times (42.8571429 % %) and in the tragic film , it is broken 2 times (28.5714286 %) .The characters in the middle period films disobey the quantity maxim by giving information that is not needed or by providing utterances that are not informative . It is broken in the comic film "Back to the Future" more than the tragic film "The Godfather" . In the comic film , it is disobeyed 6 times (42.8571429 % %) while in the tragic film , it is broken 2 times (28.5714286 %) . The third maxim that is disobeyed is the relation maxim with 3 times of occurrence (14.2857143 %) . The result of disobeying the relation maxim reveals that in the tragic film it is broken 2 times (28.5714286 %) and in the comic film it is disobeyed 1 times (7.14285714 %) . The last non-

observed maxim is the manner maxim . It is not implemented in 2 utterances (9.5238095%) . The comic film and the tragic film are equal in the number of occurrence . It is broken only one time in each film .

The scenes that are selected from the modern period films contain CONVERS.I. in 18 utterances .The two selected films are the tragic film "Titanic" and the comic film "Yes Man" . The two types of CONVERS.I. appear in these scenes . In the tragic film's scenes , the four maxims are not followed in 8 utterances (44.444 %) .P.CONVERS.I. is used 7 times (87.5 %) and G.CONVERS.I. occurs in 1 utterance (12.5 %) . The comic film's scenes include 10 utterances (55.556 %) in which the researcher found implicature . Seven of these ten (70 %) are G.CONVERS.I. and the other three (30 %) are P.CONVERS.I.. The four maxims are broken by using four ways of non-observing the maxims , they are : flouting , violating , opting out and suspending . The distribution of these four ways is clarified in table (11) below :

Table (13): The Distribution of the Ways of Maxims Breaking in the Modern Films

No.	The way of breaking the maxims	No.	Percentage	Comic film /No.		Tragic film /No.	%
1-	Flouting	13	72.222 %	7	70 %	6	75 %
2-	Violating	2	11.111 %			2	25 %
3-	Opting out	2	11.111 %	2	20 %		
4-	Suspending	1	5.556 %	1	10 %		
5-	Total	18	100 %	10	100%	8	100%

From the table above it is clear that there are four ways of maxims breaking in the modern period films' scenes . The most common is flouting which appears 13 times (72.222 %) ; 7 times (70 %) in the tragic film's scenes and 6 times (75 %) in the comic film's scenes . Violating is the second way of breaking the maxims . It is employed in 2 utterances (11.111 %) in which intentionally the speakers want to mislead the hearers . Violating occurs in the tragic film only .It forms (25 %) of the total number of maxim breaking in the tragic film . Opting out which is the third way of non-observing the maxims gets 2 scores (11.111 %) . It occurs in the comic film only . It forms (20 %) of the maxims breaking in the comic film . The fourth way of maxim breaking is suspending . It appears 1 time (5.556 %) ; only the comic film contains suspending . Furthermore , only the modern period contain suspending . Accordingly , it is different from the old period and the middle period films scenes . In the modern period films , the four maxims are disobeyed to create implicature . The distribution of the four maxims breaking is exhibited in table (13) below :

Table (14) : The Distribution of the Breaking of the Four Maxims in the Modern Period

No.	The Broken Maxim	No.	Percentage	Tragic Film		Comic Film	
				No.	Percentage	No.	Percentage
1-	The Quantity Maxim	7	38.889 %	1	12.5 %	6	60 %
2-	The Quality Maxim	6	33.333 %	3	37.5 %	3	30 %
3-	The Manner Maxim	4	22.222 %	3	37.5 %	1	10 %
4-	The Relation Maxim	1	5.556 %	1	12.5 %		
5-	Total	18	100%	8	100%	10	100%

The findings concerning the modern period films show that the four maxims are disobeyed in the tragic film , but in the comic film , only three of the four maxims are disobeyed . The quantity maxim is the most broken one . It occurs 7 times (38.889 % %) , 1 time (12.5 %) in the tragic film and 6 times (60 %)in the comic film . The quality maxims is disobeyed in 6 utterances (33.333 %) , 3 times (37.5 %) in the tragic film and 3 times (30 %) in the comic film .. The manner maxim is not followed 4 times (22 .222%) , 3 times (37.5 %) in the tragic film and 1 time (10 %) in the comic film .The last maxim is the relation maxim which is broken in the selected data of the tragic film .It is disobeyed 1 time (5.556 %) of the total number of the maxim breaking in the modern period and (12.5 %) of the total number of the maxims non-observing in the tragic film .

Finally , these selected scenes are samples from the Hollywood films . In these data , the researcher finds situations in which the characters do not cooperate effectively . They break the rules of the conversation in order to

create conveyed meaning . They disobey the four maxims to produce implicature . Among the ways of non-observing the maxims , the most employed one is flouting . They flout to produce effective message that should be interpreted by the hearer . The least used way is suspending . Infringing does not occur in any utterance because infringing refers to the imperfect language performance which occurs in films that contain multiple languages . The implicatures in these scenes are of two types : CONVEN.I. and CONVERS.I.. The CONVERS.I.is the most common type .It appears 61 times .The two types of the CONVERS.I.are found :P.CONVERS.I. and G.CONVERS.I. .The most employed type is P.CONVERS.I. in which the context is required to get the intended meaning .The occurrence of the implicature is different in the comic films from that in the tragic films .The findings also prove that the occurrence of implicature is different in the old films from the middle and modern films .

6- Conclusions

In the light of the analysis of the selected scenes and the findings that are discussed in chapter four , the main conclusions that can be elicited are as follows :

1-According to the analysis of the scenes that are selected from Hollywood films and by applying Grice's theory , the results show that the implied meaning occurs (64) times . The implicature in these scenes are of two types , they are : the CONVEN.I. which occurs 3 times (4.6875 %) and the CONVERS.I. which occurs 61 times (95.3125 %) . The CONVERS.I.is subdivided in P.CONVERS.I. and G.CONVERS.I. .P.CONVERS.I. is the most common type . It appears 39 times (63 . 9344262 %) . The G.CONVERS.I. manifests 22 times (36. 0655738 %) . The first hypothesis of this study , which says that in some Hollywood films' scenes , the speakers do not communicate cooperatively , is accepted .

2- Based on the findings of this study , the four maxims are broken in these scenes . The most broken maxim is the quantity maxim because the characters give long utterances to clarify their opinions . Its breaking occurs 24 times (39.3442623 %) . It is followed by the quality maxim breaks with 20 times of occurrence (32.7868852 %) . The manner maxim comes third with 11 utterances (18.0327869 %) . The relation maxim comes last with 6 times (9.8360656 %) . The stimulus for maxims breaking is the creation of implicature . These maxims are disobeyed by using four ways , which are flouting , violating , opting out and suspending . The most employed way is flouting with 46 times of occurrence (75.4098361 %) This reflects that the main way for creating implicature is flouting . Next , comes violating with 9 times (14.7540984 %) . Opting out occurs 5 times (8.19672131 %) . The fourth way suspending occurs only 1 time (1.63934426 %) . By this way , the second and the third hypotheses are verified . The second hypothesis says that there are four maxims that are broken in Hollywood films and the quantity maxim is the most employed maxim and the third hypothesis states that the non-observance of the maxims creates the implied meaning. Now , this is documented .

3-The analysis of the data also displays that some utterances are only understood if there is a knowledge of the context . These utterances contain a P.CONVERS.I. . They are the most employed type . P.CONVERS.I. occurs 39 times (63 . 9344262 %) . It is context –dependent . The sixth hypothesis which indicates that some implicatures need a special knowledge to be understood is verified . The listeners in these situations need to draw inference to understand the intended meaning and this is what the seventh hypothesis assumes . Therefore, it is accepted .

4- In the tragic films , there is only one type of implicature which is CONVERS.I.. It occurs (24) times . The P.CONVERS.I. appears 17 times (70.8333 %) . The G.CONVERS.I. is used 7 times (29.167 %) . The case is indifferent with the comic films which contain the two types of implicature : the CONVEN.I. which is used 3 times (7.5 %) of the total number of implicatures that appeared in the scenes of the comic films (40 utterances) and the CONVERS.I.. Latten occurs in 37 times (92. 5 %) of the total occurrence , theP.CONVERS.I. is used 22 times (59.4594595 %) and the G.CONVERS.I. is used 15 times (40.5405405 %) . The findings also provide another difference between the implicature of the comic films and that in the tragic films , namely , in the comic films there are four ways of non-observing the maxims . They are flouting 26 times (70.2702703 %) , violating 6 times (16.2162162 %) , opting out 4 times (10.8108108 %) and suspending 1 time (2.7027027 %) . However , in the tragic films , only three ways are employed which are : flouting 20 times (83.333 %) , violating 3 times (12.5 %) and opting out 1 time (4.167 %) . The four maxims are broken in the two types of films , but the distribution of maxims non-observance in the comic films' scenes is different from that of the tragic films' scenes .In the comic films , the quantity maxim and the quality maxim are equally broken 9 times (34.6153846 %) . The manner maxim is not followed in 6 utterances (23.0769231 %) . The relation maxim comes last with 2 times (7.69230769 %) . In the tragic films , the quality maxim scores the highest number . It is broken 6 times (30 %) . The manner maxim and the quantity maxim are equal in the number of breaking . Each one is disobeyed in 5 utterances (25 %) . The relation maxim is broken in 4 utterances (20%) . These differences ensure the fourth hypothesis of this study which states that the implicit meaning of tragic films differ from that of the comic films . Then , it is accepted .

5- The implicature in the old-period films differs from that of middle-period and modern-period films in some points .First , in the old-period films , the two types of implicature are found , which are the CONVEN.I. with 3 occurrences (12%) of the total number of occurrence (25) and the second one is the CONVERS.I.with 22 times of occurrence (88%) . In the middle period films and the modern period films only the CONVERS.I.is found . The four maxims are broken in the three selected periods , but in different percentages . In the old-period films , they are distributed as following : the quantity maxim 9 times (40.9090909 %) , the quality maxim 6 times (27.72727273%) , the manner maxim 5 times (22.272727%) and the relation maxim 2 times (9.09090909%) . In the middle period films , the quality maxim breaking forms (38.0952381 %) with 8 times and the quality maxim with 8 times (38.0952381 %) as well . They are followed by the relation maxim with 3 occurrences (14.2857143 %) . The manner maxim comes last with 2 times (9.5238095%). The statistical findings concerning the maxims breaking in the modern period films show that the quantity maxim is the most disobeyed maxim . It is broken 7 times (38.889 %) . It is followed by the quality maxim with 6 times occurrences (33.333%) . The manner maxim comes third with 4 occurrences (22.222%) . The relation maxim is broken in only 1 utterance (5.556 %). In the old period films' scenes and the middle period films' scenes , the maxims are disobeyed by three ways , which are flouting , violating and opting out . In the old period films , they are distributed as follows : flouting 16 times (72.7272727 %) , violating 5 times (22.7272727 %) and opting out 1 time (4.54545455 %) . In the middle period films , the three ways are distributed as follows : flouting 17 times (80.952381 %) , violating 2 times (9.5238095 %) and opting out 2 times (9.5238095 %) . while in the modern period films scenes , the characters use four ways which are flouting 13 times(72.222%) , violating 2 times (11.111%) , opting out 2 times (11.111%) and suspending 1 time (55.556%). By this way , the fifth hypothesis , which says that the implicature of old period films differs from that of middle period films and modern period films , is verified .

6-Flouting is the most employed way of breaking the maxims in the selected data . The speakers use it to send effective messages .It occurs 46 times (75.4098361 %) of the total occurrence (61) . By using it , the characters create G.CONVERS.I. andP.CONVERS.I. . In P.CONVERS.I. , flouting is related to the context while in the G.CONVERS.I. flouting is not connected with the context as G.CONVERS.I. is not dependent on context . This revokes the eighth hypothesis , which states that flouting the maxims in the scenes is affected by the context of the situation and the purpose of the conversation because flouting is affected by the context and the purpose of the conversation in the P.CONVERS.I. only and not in all of the analyzed scenes .

7-People in their conversation use more than one form of communication as the verbal mode which is language and the non-verbal mode which includes body language , facial expressions and gestures . The analysis of the implicature in chapter four includes the non-verbal features and shows that the interlocutors in the selected scenes use and are affected by the non-verbal features . The non-verbal features cannot be separated from the implicature in these scenes . In all the scenes , the non-verbal features have an effect on all the types of implicature . This indicates the ninth hypothesis, which says that the non-verbal features and body language such as facial expressions and gestures help to reveal the implied meaning (implicature) , is verified .

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